



# **Where the Rubber Hits the Road: Maintaining Momentum**

**Utah Department of Health  
Tobacco Prevention and Control Program (TPCP)  
Statewide Contractor's Meeting**

**Thursday January 19, 2006**

**Sheraton City Centre, Salt Lake City  
Registration & Breakfast 8:00am - 8:30am  
Sessions 8:30am - 4:30pm**

## **Meeting Highlights**

So much has been accomplished in tobacco control in Utah! This meeting provides an opportunity to network with colleagues while exploring new directions in tobacco control...and work toward maintaining our momentum.

We are pleased to be joined by our keynote speaker - Brick Lancaster, Chief, Program Services Branch, Centers for Disease Control, Office of Smoking and Health. Brick will bring us up-to-date on national trends, CDC priorities and policy issues. Brick is an international expert in the area of tobacco control who also has experience working at the local level. We welcome his expertise and insight.

Following Brick's keynote presentation, you'll have an opportunity to participate in interactive groups to promote information sharing and coordination in policy change efforts. You'll be able to join a small group to discuss successes and challenges in one of the following areas: outdoor venues, multiple dwelling units, worksites, 18-24 year olds, K-12, and health care.

Four timely breakout sessions have been planned. The topics and speakers are listed on the following pages. If you're coming with others from your organization, you may want to attend different sessions so that you can maximize your resources.

Our closing speaker is Rene Hicks, a comedy club veteran who recently overcame a major health crisis - lung cancer. Her passion is to help others overcome obstacles and upheavals in their own lives. Rene will make us laugh and leave us inspired.

## **Who is this Meeting For?**

All TPCP-funded program staff are encouraged to attend!

## Overall Training Objectives:

*As a result of this training, participants will:*

- Explore emerging trends and promising strategies in national tobacco efforts
- Acknowledge the critical role of local efforts in achieving statewide tobacco prevention goals
- Discuss successes and challenges in policy coordination in six areas: outdoor venues; homes and multiple dwelling units; worksites; schools, non-college youth ages 18-24; and health care providers
- Network with fellow participants to strengthen local, regional and statewide partnerships

## Agenda

<b>8:00 – 8:30</b>	Registration and Continental Breakfast
<b>8:30 – 9:15</b>	Welcome, Introductions and TPCP Updates
<b>9:15 – 10:15</b>	Keynote Session Trends and Priorities in Tobacco Control <i>Brick Lancaster, Chief, Program Services Branch, CDC/OSH</i>
<b>10:15 – 10:30</b>	Break
<b>10:30 – Noon</b>	Policy Coordination Session
<b>Noon – 1:30</b>	Networking Lunch
<b>1:30 – 3:00</b>	Breakout Sessions
<b>3:00 – 3:15</b>	Break
<b>3:15 – 4:15</b>	Closing Keynote Rene Hicks, Live! <i>Rene Hicks, National Comedian of the Year Award Winner</i>
<b>4:15 – 4:30</b>	Wrap-up and Evaluation

**7 CHES credits will be offered for this training.**

**Funding for this training provided by:**

Utah Department of Health/Tobacco Prevention and Control Program (TPCP)

**Training coordinated by:**

Rocky Mountain Center for Health Promotion and Education (RMC)

## Afternoon Breakout Sessions (*Tentative Speakers*)

### *Working Effectively with Youth: Understanding the Adolescent Brain*

Cindy Struck and Donna Duffy, Rocky Mountain Center for Health

- Explore adolescent brain research as it relates to risk taking, relationship-building and social development
- Apply adolescent brain research to developing strategies for working effectively with youth in tobacco control programs

### *Lobbying vs. Education: How to Make Sense of it All*

Annie Tegen, Americans for Nonsmokers' Rights

- Examine definitions of lobbying
- Identify tools that can be used to educate without lobbying
- Apply learnings to lobbying vs. education issues in Utah

### *Prevention Partnership Panel*

Rebecca Giles, Asthma Program; Kathryn Rowley, Cancer Control Program; Karen Coats, Heart Disease and Stroke Prevention Program; (TBD), Division of Substance Abuse and Mental Health; April Bennett, Center for Multicultural Health.

- Gain a better understanding of other prevention programs and what they are doing
- Identify opportunities for partnering with other programs and integrating tobacco into those areas
- Develop strategies for working with people/organizations for whom tobacco isn't a priority
- Identify common systems, target audiences, and resources among prevention programs

### *Truths and Myths about Existing Tobacco Laws*

Steve Hadden, TPCP and Lyle Odendahl, Assistant Attorney General, Utah Department of Health

- Clarify Utah's tobacco related laws and their potential impact on program activities

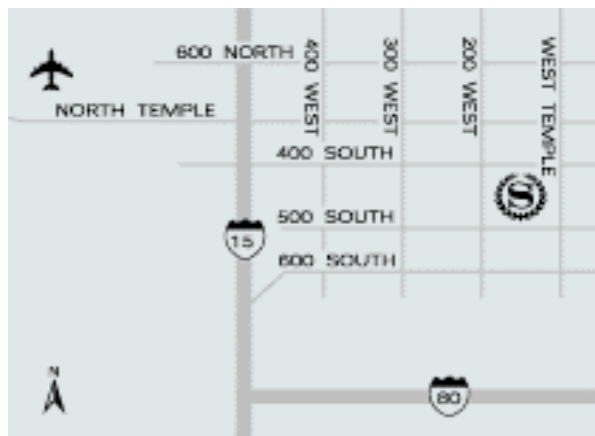
## Hotel Information

### **Sheraton City Centre**

150 West 500 South  
Salt Lake City  
(801) 401-2000

**Lodging:** A block of rooms has been reserved at the rate of \$79/night. Mention the "Tobacco Prevention Meeting" when you make your reservation. Please register early to guarantee this rate.

**Parking:** Complimentary parking is in the WEST and NORTH lots of the hotel only. You may be ticketed in other areas.



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### **Registration Form**

**Due: Wednesday December 21, 2005**

**To register online go to:**

**<http://www.zoomerang.com/survey.zgi?p=WEB224T9M68DMN>**

**If you are not registering online, please fill out the following form and send it to RMC using the information at the bottom of the following page.**

**Name:** \_\_\_\_\_

**Agency:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Work Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**How would you like your name to appear on your nametag?**

\_\_\_\_\_

**Do you have any special dietary (or other) needs?**

Registration continued on  
next page

**Please indicate which discussion group you'd prefer to join during the Policy Coordination Workshop. Discussion questions for the selected group will be sent to you prior to the training.**

***(Choose only one)***

- ☐ Outdoor venues
- ☐ Multiple dwelling units
- ☐ Worksites
- ☐ 18-24 year olds in non-college settings
- ☐ K-12
- ☐ Health care

**Please indicate which of the afternoon breakout sessions you'd prefer to attend:**

***(Choose only one)***

- ☐ Working Effectively with Youth: Understanding the Adolescent Brain
  - ☐ Lobbying vs. Education: How to Make Sense of it All
  - ☐ Prevention Partnership Panel
  - ☐ Truths and Myths about Existing Tobacco Laws
- If you plan to attend the "Truths and Myths" session, please list any specific questions you'd like to have addressed:*

**Send your registration form by December 21, 2005 to:**

**Paula Roseboom**

Rocky Mountain Center for Health Promotion & Education

7525 10<sup>th</sup> Avenue

Lakewood, CO 80214

Phone: 1-800-251-4772 x 119

Fax: 303-239-8428

Email: paular@rmc.org

**You will receive a confirmation of your registration with any last minute details.**